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PowerForward Once Again a Success

Despite Lack of Energy Crisis, Efficiency Program Sees Results

SALT LAKE CITY (October 10, 2002) – At the end of its second summer, the Utah Energy Office declares the PowerForward energy efficiency campaign a success.

This summer, Utah saw above average temperatures near the end of June and through much of July, including an all-time Salt Lake City record tying 107 degrees on July 13th. High temperatures led to record high demand for electricity which, in turn, led to eleven “yellow” energy alert days.

Utahns responded in a big way, conserving 90 megawatts of electricity on each of the eleven days. Ninety megawatts is enough power to supply nearly 45,000 houses – about 12 percent of all households in the state – for a day. In power plant terms, 90 megawatts is roughly equal to the amount of power created daily by four of Utah Power’s natural gas generators near the Gadsby Plant just west of downtown Salt Lake City. If utility companies had been forced to purchase this amount of electricity on the expensive wholesale market, it would have cost over \$750,000 – an expense that would have been passed on to consumers.

“This was a hot, dry summer,” said Governor Mike Leavitt. “Conditions made conservation even more critical as evidenced by the number of yellow days. Utahns are to be complimented for responding to the need for responsible energy usage.”

Yellow energy alert days are those when high temperatures sharply increase demand on Utah’s electricity resources. Conservation on those days is especially important to avoid forcing utilities to purchase extra power on the expensive wholesale market – a need that may translate to higher rates down the road.

One big component of this year’s program was the CFL Challenge. Utahns were encouraged to switch to compact fluorescent light bulbs when their current bulbs burn

out. Over 10,000 people were directly contacted with this message by representatives of the PowerForward program in booths at retail locations throughout the valley. David Williams, manager of the Lowe's Home Improvement store in Layton said he saw, "a dramatic increase in our CFL sales thanks to the PowerForward program."

As part of the CFL Challenge, people entered to win a house full of CFLs. The winner had their entire house retrofitted with compact fluorescent light bulbs.

The state led by example in this year's campaign. In June, after being retrofitted with energy efficiency measures, the Tax Commission building was named an *Energy Star* building. For a building to qualify for the *Energy Star* label, it must outperform at least 75 percent of similar office buildings nationwide in terms of energy efficiency. The Tax Commission building rates higher than 81 percent of similar buildings. The building uses indirect evaporative cooling as the primary cooling source, and advanced lighting technologies and controls.

The PowerForward group will team up with *Energy Star* this fall for the next phase of the program. They will continue to emphasize the message of energy efficiency and the benefits of using CFL bulbs. With days getting shorter and shorter, the amount of time lights are needed continues to go up. There is no better time than now to purchase CFL bulbs. You'll be changing your light bulbs a lot less often and saving money on your electricity bill at the same time.

For more information on the PowerForward program, please visit our website at www.powerforward.utah.gov.

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